

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 16362 141038Z

11

ACTION EB-07

INFO OCT-01 EA-09 ISO-00 /017 W
----- 007806

P R 140850Z NOV 75
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 4881

UNCLAS TOKYO 16362

FOR OIM/WELCH PASS BORROWMAN

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJ: 1976 TRADE CENTER DIRECTORS' CONFERENCE

REF: STATE 266604

1. LISTED BELOW ARE SUGGESTED AGENDA ITEMS FOR THE SUBJECT
CONFERENCE:

A. INCREASED TC/OIM EXHIBITOR RECRUITMENT, WITH OIM
CONCENTRATING ON NTE/NTM RECRUITING.

B. ADVISABILITY OF OIM SELLING FIXED-SIZED "BOOTHES" RATHER
THAN "EXPOSURE", PROVIDING NTE/NTM EXHIBITORS EXTRA SERVICES
WHILE SELLING SPACE AT THE SAME PRICE TO ALL EXHIBITORS, AND
NON-MONETARY NTE/NTM/OTM OPERATIONAL DISTINCTIONS.

C. DISTRICT OFFICE TC SUPPORT: STRENGTHS AND WEAKNESSES.

D. STATE DEPARTMENT OPERATED TCS: CONTRIBUTIONS-SPIN-OFFS-
MUTUAL ASSISTANCE.

E. BSP RECRUITING TECHNIQUES AND IMPROVED
COORDINATION BETWEEN OIM AND TCS.

F. THE MERCHANDISE MART/SAMPLE DISPLAY SERVICE AS A
TC/OIM MARKETING TOOL: PRO'S AND CON'S.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 16362 141038Z

G. JEEP'S: FLEXIBLE OR INFLEXIBLE.

H. TC/POST ASSISTANCE TO U.S. COMPANIES PARTICIPATING
IN NON-USG SPONSORED TRADE EVENTS.

I. POTENTIAL FOR SUPPORT/COOPERATION BY USIS AND
OTHER USG AGENCIES FOR TC PROGRAMS.

J. DESIRABILITY OF DIRECT TC/USDOC/INDUSTRY TELEX
COMMUNICATIONS.

K. USE OF MINICOMPUTERS IN TC OPERATIONS: COST/BENEFIT
RATIO AS OPPOSED TO MECHANICAL OPERATIONS AND INTEGRATION
WITH OTHER POST ACTIVITY AND SECTIONS.

L. TC ORGANIZED WORKSHOPS/SEMINARS: THEIR VALUE AND
IMPORTANCE.

M. PRERECORDED AUDIO-VISUAL VISITOR BRIEFING PROGRAMS
FOR TCS: PRO'S AND CON'S.

N. COMMERCIAL ADVERTISEMENTS: PRO'S AND CON'S.

2. AS TRADE CENTER DIRECTOR DESIGNATE BORROWMAN NOW IN
WASHINGTON, POST SUGGESTS HE ALSO BE CONTACTED RE AGENDA AND
THAT HE RELAY HIS HOTEL PREFERENCES (PARA 6 REFTTEL) DIRECTLY
TO TRADE CENTER PARIS.
HODGSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO16362
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750396-1012
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751144/aaaabnir.tel
Line Count: 88
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 266604
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 08 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 SEP 2003 by ReddocGW>; APPROVED <23 FEB 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: 1976 TRADE CENTER DIRECTORS' CONFERENCE
TAGS: BEXP, JA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006